

THE ITALIAN NRN PROJECT

“RURALAND”

RURAL WORLD OPENS DOORS TO CHILDREN

Roma 28/06/2011 Paola Lionetti



Rete Rurale
Nazionale
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MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



UNIONE EUROPEA



3 Projects developed
by Italian NRN to
illustrate rural life to
young people:

- **Rural4kids**
- **Rural4teens**
- **Rural4youth**



Main output

- **WHAT** Ruraland project is?
- **HOW** to strengthen education through activities directly linked to the land?
- **WHY** is the project successful?



RURALLAND is increased awareness about...

- protection of the countryside and the heritage of forestry and agriculture
- conscious use of collective resources in rural areas
- effects of actions and habits on society and environment



RURALLAND is an
opportunity for growth, which
entails...

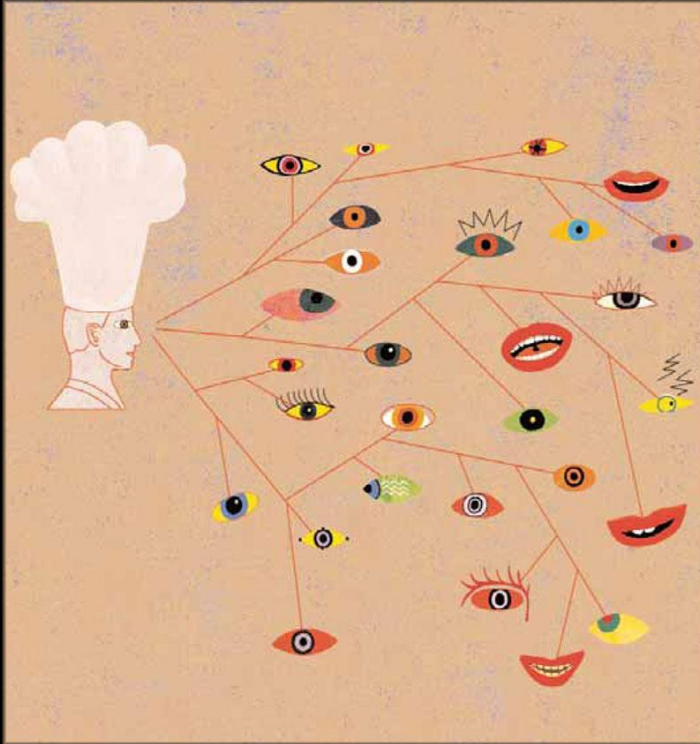
- Finding the right key to tell people about rural development.
- Learning also outside schools, because rural world needs to be experienced.
- A web site, a blog and educational/promotional materials to support activities.

Getting project across: routes and stages



- **2 pilot stages to inform and educate:**
Rural4kids (2009-2010) & Rural4teens (2010-2011) initiatives.
- **Project communication - 5 meetings in schools:**
 - 1st to illustrate the project
 - 2nd to define the contents and build interdisciplinary
 - 3rd to involve classes with expert animators & computers experts
 - 4th experience on the field
 - 5th the award giving ceremony: children become protagonists

Getting project across: routes and stages



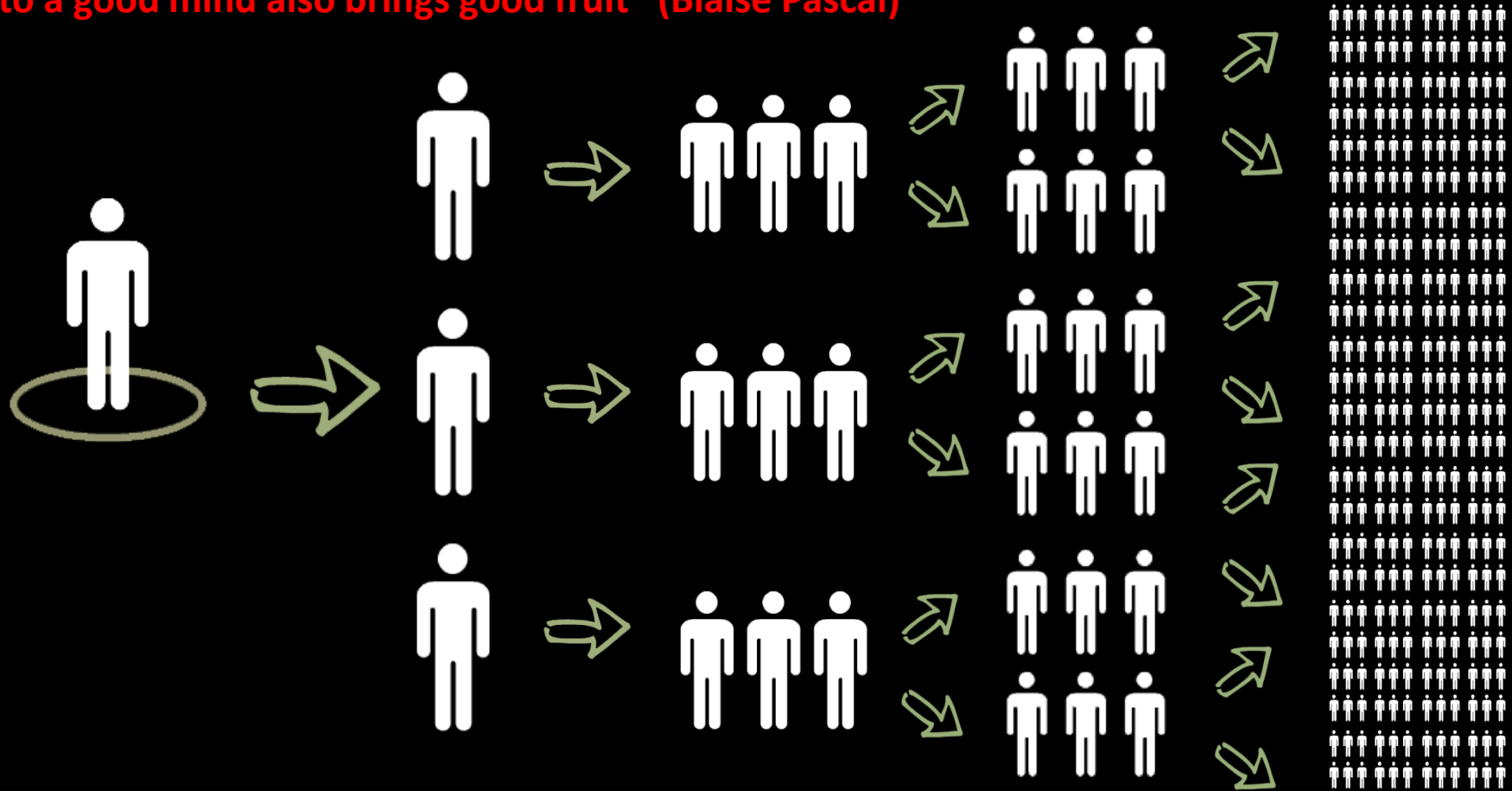
A national competition for primary school
“The Fantastic Four: Water, Climate,
Biodiversity and Energy together for rural
development”.

Involvement of 5 regional administrations

A communication campaign

A pilot stage which addresses universities:
Rural4youth 2011-2012.

... “Nature imitates itself. A seed tossed onto good soil brings good fruit; a principle tossed to a good mind also brings good fruit” (Blaise Pascal)



- Rural4kids pilot stage reached **274 primary school children.**
- Rural4teens pilot stage reached **320 secondary school children.**
- Rural4kids competition reached **50.000 schools.**
- Rural4kids met over **100 classes** at exhibitions.

Children play a leading role



Kids chat with experts and technicians

(Salone del Gusto, Turin 22 October 2010)



Kids explain biodiversity

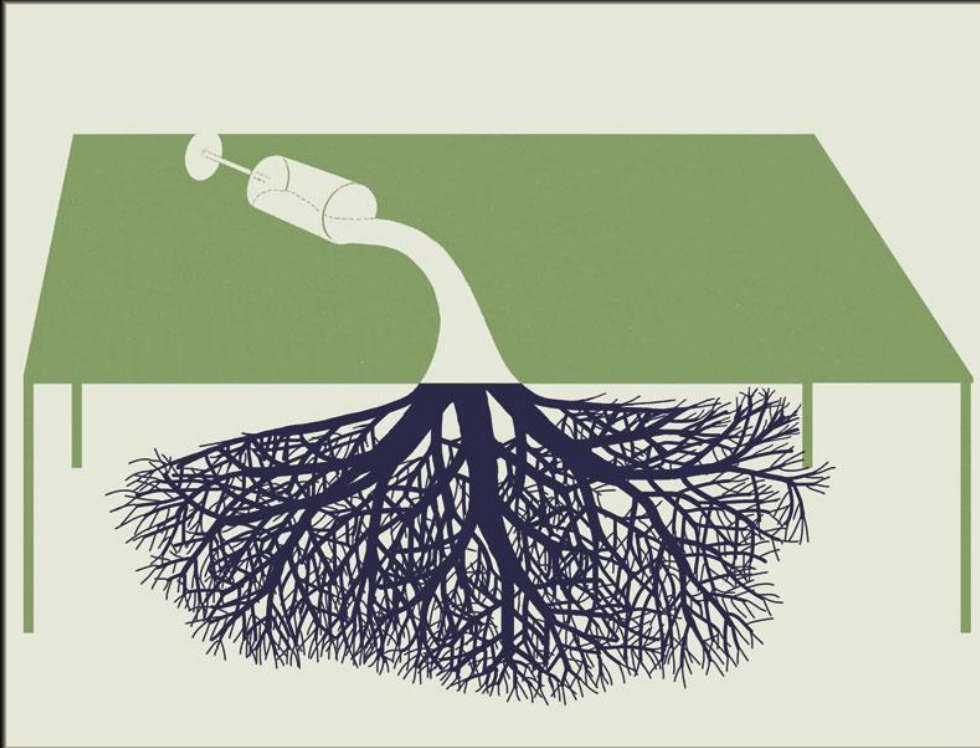
(Auditorium Parco della Musica, Rome 21 May 2010)



School children are protagonists of the award giving ceremony

(Bioparco, Rome 26 May 2010; Villa Torlonia, 31 May 2010).

Developing knowledge and promoting innovation, Ruraland becomes a good practice.



3 elements of great interest
in the project are:

- its target - school children
- its tool - introduction of telematics to learning
- its identity – tool for growth and development

**Opportunity to touch
upon every aspect of
rural life (Giulia, age 12)**

**A fun way to learn useful
and interesting things
(Livia age 11)**

**Satisfying curiosity
towards animals and plants
(Giovanni age 8)**

Children experience in 5 tags

**An idea for picking up
messages and becoming
adults educators
(Veronica age 10).**

**Exchange of experience,
materials and images
(Fabio age 9)**

Thank you!

Make sure we connect:



www.rural4kids.it



www.rural4teens.it



www.rural4youth.it